

# OFFICIAL VISITOR CENTER

## ADVERTISING SPECIFICATIONS

Please provide the following ad materials:

### BACKLIT VERTICAL WALL DISPLAY

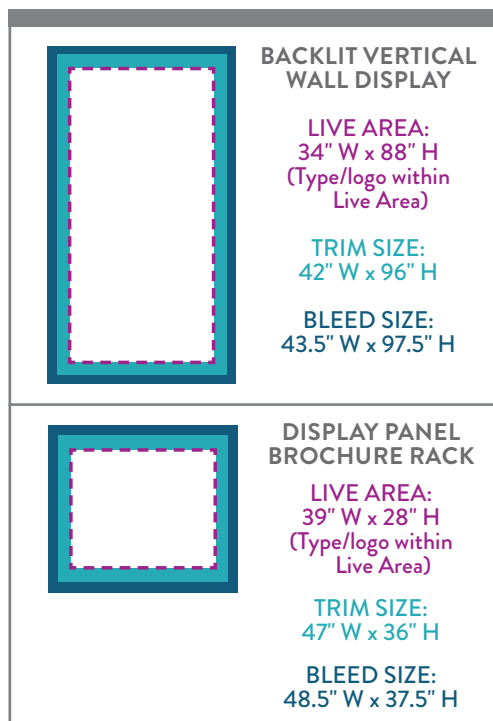
Ads print on tension fabric and are displayed in wall-mounted light boxes. Please supply the following:

- File Type: PDF, EPS or TIFF with 3/4" bleed, NO CROPMARKS
- Size: Trim Size (size of frame): 42" W x 96" H
  - Live Area: 34" W x 88" H (keep all type/logos within live area)
  - Bleed Size: 43.5" W x 97.5" H
- Color Format: CMYK
- Resolution: 300 dpi

### BROCHURE RACK DISPLAY PANEL

Ads print on tension fabric and are mounted to either the front or back of brochure racks. Please supply the following:

- File Type: PDF, EPS or TIFF with 3/4" bleed, NO CROPMARKS
- Size: Trim Size (size of frame): 47" W x 36" H
  - Live Area: 39" W x 28" H (keep all type/logos within live area)
  - Bleed Size: 48.5" W x 37.5" H
- Color Format: CMYK
- Resolution: 300 dpi



**VisitOrlando**

6277 Sea Harbor Drive  
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407-363-5800  
VisitOrlando.com

### PRODUCTION CONTACT:

Alison Wanta at 407-354-5573  
with questions related to  
artwork guidelines and specs.

### ART SUBMISSION:

Send creative to  
Alison.Wanta@VisitOrlando.com

### VISIT ORLANDO POLICY ON MEMBER ADVERTISING:

Please give consideration to the targeting and marketing strategy for each of the marketing communication vehicles in which you are advertising. All advertising is subject to review and approval by Visit Orlando for appropriate messaging and adherence to guidelines. Member advertising may not include a coupon (no dashed lines) or language that encourages the reader to remove the page from the publication (i.e., cut here, clip here, or tear here). Acceptable language: please present this ad to receive offer. • Advertisements carrying references to anything other than the member's primary business purpose will be subject to review and approval by the President. Cross-over advertising – messages that may conflict with the main focus of the publication – is not permitted. • Member advertising may not include language or photos that are foul, obscene or suggestive. Ads must be of a style that is wholesome, clean and non-offensive. • Ads may not include references to non-member companies. This extends to chain advertising in which multiple locations are listed in the copy. The advertisement must limit itself to naming only those locations that are Visit Orlando members. • Member advertisement should not include language that would encourage the reader to travel to or vacation in another destination (i.e., a tour operator promoting an Orlando/Key West vacation). Promotion of location that would be a day trip is acceptable. • Members are only allowed to use the Visit Orlando logo if it includes "Member of" with it. As a private corporation, Visit Orlando reserves the right to deny inclusion of any member advertisement at any time in any of its publications, and to change or cancel any programs at our discretion.

We strongly recommend ads adhere to the following guidelines:

- One full-bleed image preferred. If more than one photo is necessary to represent the property or attraction, it is recommended to use no more than 2-3 images in the photo collage (subject to approval).
- Include logo and/or name of the property or attraction.
- No more than five to seven words of copy.
- No discounts or coupons.